

A 100% free business management stack, one tool per function. Total: \$0/month. Every wall you will hit, and what the upgrade costs.

Function	Free tool	The limit that bites first	First paid move
Tasks & projects	ClickUp Free	60 MB storage (workspace-wide), 100 automation runs/mo, 1 form, 30-day chat history. Workaround: link Drive files, never upload.	Unlimited \$7/user/mo (annual)
Docs & wiki	Notion Free	Effectively solo: adding a 2nd member caps blocks. 5 MB per file, 10 guests, 7-day page history.	Plus \$10/user/mo (annual)
CRM	HubSpot Free	1,000 contacts (accounts post-09/2024), 2 users, 1 pipeline, no multi-step automation, HubSpot branding everywhere.	Starter \$20/seat/mo
Invoicing + books	Wave Starter	US/Canada only, USD/CAD only, manual bank CSV imports, no recurring invoices, no auto reminders.	Pro \$19/mo
Invoicing (intl.)	Zoho Invoice	500 invoices/year, 2 users, 3 projects, Zoho branding on documents.	Zoho Books \$15-20/mo
Time tracking	Toggl Track Free	5 users max. No billable rates: tracks time, never prices it.	Starter \$9/user/mo (annual)
Files & scheduling	Google account	15 GB shared across Gmail/Drive/Photos; @gmail.com address.	Workspace \$7/user/mo

Prefer one login? Bitrix24 Free (CRM + tasks + chat + calendars, 5 GB)

Read the ceilings first: CRM search and analytics stop past 1,000 records, no API access, and official pages contradict each other on free user counts (US pricing page lists 1-2 users). A shaky long-term home.

The four walls every free stack hits

1. The sixth person - Toggl caps at 5 users, HubSpot at 2, Notion Free is effectively solo.
2. Branding - HubSpot emails and Zoho invoices carry the vendor's logo until you pay.
3. Automation - free plans do not move data for you; automation quotas are tastes, not tools.
4. Capacity - 60 MB, 1,000 contacts, 15 GB: free is generous on features, stingy on storage.

Set it up in this order (one evening)

1. Wave or Zoho Invoice - getting paid beats everything.
2. Google account - your files and booking links.
3. ClickUp - one board, not ten.
4. HubSpot - import your contacts.
5. Notion - your wiki.
6. Toggl - start the timer.

Upgrade only when a specific wall costs you more time than the upgrade costs money. First paid move here: \$9-20/month.